



Strategic Initiatives: 2021 - 2025

	Technology	Income	Operations
2021	<ul style="list-style-type: none"> Web page merchandising 	<ul style="list-style-type: none"> Create fundraising strategy Apply for 1 to 3 grants per month 20% of income from fundraising, donations, and grants Quarterly newsletter 	<ul style="list-style-type: none"> Add staff person Standard Operating Procedures
By 2023	<ul style="list-style-type: none"> Process automation (completely paperless environment w/ data integration) Salesforce application 	<ul style="list-style-type: none"> 30% of income from fundraising, donations, and grants (25% in 2021) 20+ recurring corporate sponsorships 	<ul style="list-style-type: none"> Donors – understand donation sources and expand relationships (analytics) Add “New” van
By 2025		<ul style="list-style-type: none"> 40% of income from fundraising, donations, and grants (35% in 2023) 	